UNVEILING MARKET INSIGHTS: Analysing spending behaviour and identifying opertunity for growth "A political and market social process" innovation (humphyreys, 2010) Market creation In general, A new market, the The temporal market -creating market durability of new innovation alters the innovatation integrative, normative existing productmeans altering and representional market structure of the way in which practices an industry business is done (darroch&miles,2011)

the conscious activities conducted by a market actor in order to alter the current market configuration in its favor

Market

scripting

ucted tor in the cet n its

(storbacka&nenonen,

2011)

Five interrrelated subprocesses in which usersmay be involved as agents

Market shoping

qualifying goods, fashioning modes of exchange, configuring actors, establishing market norms and generating market representations